

Scaling Quality Improvement through the Pharmacy Channel

The pharmacy channel remains highly fragmented in southeast Asia and other emerging markets. This makes it difficult, expensive and time consuming for ministries of health, pharmaceutical industry actors as well as global health partners to engage retail pharmacy professionals at scale. As a result, most community pharmacists struggle to access information, products, tools and training needed to offer quality care.

To address these gaps, SwipeRx connects over 280,000 pharmacy professionals and students on a single platform offering free, accredited digital professional education courses and other quality improvement tools. Using technology and partnerships with national professional associations and accreditation bodies, SwipeRx is revolutionizing pharmacy capacity in southeast Asia. All educational courses and content deployed through SwipeRx are developed in local languages and are consistent with local regulations and guidelines.

Results to Date

	220,000+ certificates for digital education courses completed and passed through SwipeRx 2018-2023.
	60+ course topics covered on areas of public health as well as pharmacy operations.
	80,000+ pharmacy professionals educated in 6 countries 2018-2023, 75% of which are women.
	57 accredited digital courses deployed through SwipeRx in 2023 alone

Approach

As the largest provider of free, accredited digital education and other quality improvement tools for pharmacy professionals, SwipeRx leads the way in digital innovation for scaled quality improvement. Here are key differentiators of our approach:



1 Highly interactive digital educational courses, achieved by use of:



Mandatory "check your learning" activities between sections, using case study scenarios and quizzes with multiple correct answer options.



Re-order learning exercises, engaging pharmacists in practical exercises.

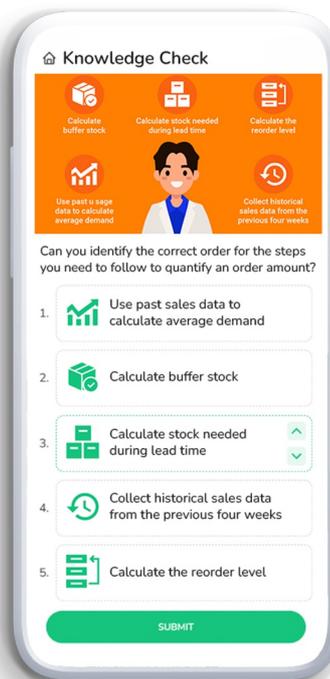


Pharmacy-specific case studies related to dispensing, client counseling, stock management and infection prevention practices.



Visually appealing designs and animations applied to course content and related job aids for use at the pharmacy after course completion.

2 Pharmacy-specific business as well as health-focused content, to ensure courses are relevant.



◀ An example of an interactive exercise from the SwipeRx Stock Management e-course. Using interactive exercises, SwipeRx built capacity to more accurately estimate stock levels needed for specific stock keeping units (SKUs) to minimize the risk of stockout and expired medicine.

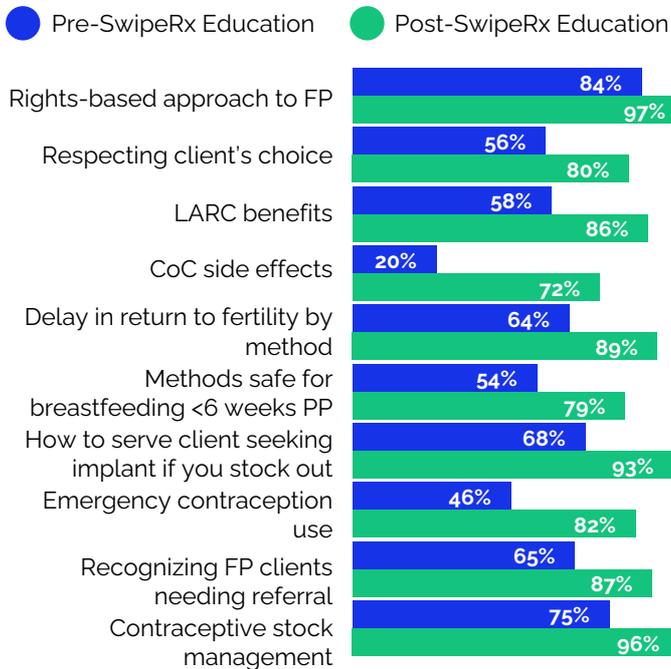
3 Collaboration with pharmacy professional associations and Ministries of Health to ensure course alignment with national guidelines and digital education regulations.



Pharmacy association leaders from seven countries in Asia and sub-Saharan Africa met with SwipeRx in 2023 to co-design a global toolkit to scale family planning capacity building through pharmacies.

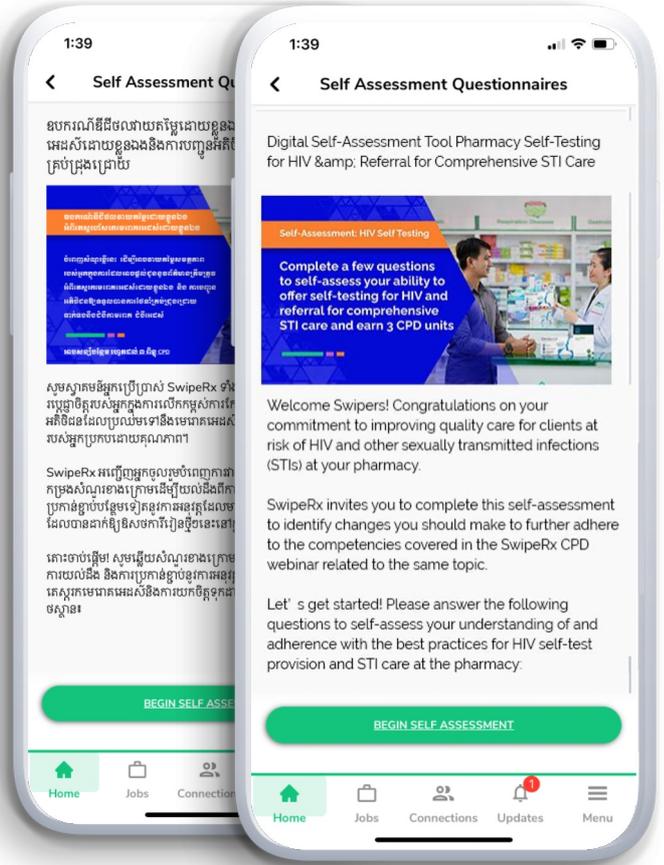
4 Real-time monitoring as well as longer-term evaluation of changes in competencies and practices.

SwipeRx app user profile data (such as professional type, gender, and geographic location) as well as pre-and post-educational course questionnaires are used to assess immediate changes in knowledge and motivation to improve quality of care. Digital surveys are used to evaluate longer-term changes in pharmacy practices.



Results from SwipeRx Philippines reveal substantial improvements in knowledge about family planning among 649 pharmacists educated in a 5 month period.

5 Suite of quality improvement tools including multiple digital courses, self-assessment tools and quality audits.



During a 9 week period, 419 pharmacists in Cambodia completed an accredited digital self-assessment tool designed to prompt pharmacy sales of HIV self-test kits and counseling to refer clients for confirmatory HIV/STI diagnosis and treatment or PrEP.

2024 Directions:

- In the year ahead, SwipeRx will further innovate by:
- Adding new interactive learning features and consistent lessons from leading adult online learning platforms and pharmacy user insights.
 - Incorporating gamification elements to ensure fun and engaging learning experiences.
 - Expanding course content to cover additional areas of community health and pharmacy business operations.
 - Collaborating with pharmacy-focused partners and associations in Africa to share best practices emerging from SwipeRx in southeast Asia.

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